

**Self-Gov - Lottery, Idaho State  
Lottery Commission**

**Description:**

To maintain consistently high sales of lottery products by providing an exciting product, available at a wide variety of retail outlets. Obtaining this objective will allow the Lottery to achieve its ultimate goal of maximizing revenue available to fund dividend payments in support of Idaho Public Schools and buildings.

**Major Functions and Targeted Performance Standard(s) for Each Function:**

1. Provide and annual dividend in support of Public Schools and buildings.
  - A. Increase the annual dividend by \$1,000,000 each year.

Actual Results			
1997	1998	1999	2000
\$20,000,000	\$20,500,000	\$20,600,000	\$18,000,000
Projected Results			
2001	2002	2003	2004
\$19,000,000	\$20,000,000	\$21,000,000	

2. Increase on-line lotto sales through greater jackpot awareness and additional sales locations.
  - A. Number of LED signs installed at retailer locations to increase jackpot awareness.

Actual Results			
1997	1998	1999	2000
160	160	160	160
Projected Results			
2001	2002	2003	2004
160	260	360	

- B. Number of retail locations selling on-line tickets.

Actual Results			
1997	1998	1999	2000
15	665	680	695
Projected Results			
2001	2002	2003	2004
700	715	730	

3. Increase instant ticket sales by offering a fresh, entertaining games, through a wide variety of retail locations.
  - A. Number of in-counter instant ticket dispensers installed at retail locations.

Actual Results			
1997	1998	1999	2000
85	98	98	98
Projected Results			
2001	2002	2003	2004
98	118	138	

- B. Number of instant ticket vending machines (ITVM's) installed at retail locations.

Actual Results			
1997	1998	1999	2000
175	205	235	265
Projected Results			
2001	2002	2003	2004
270	290	310	

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C. Number of retail locations selling instant tickets.

Actual Results			
1997	1998	1999	2000
1,103	1,095	1,095	1,095
Projected Results			
2001	2002	2003	2004
1,002	1,012	1,022	

D. Number of retail locations selling break open instant tickets.

Actual Results			
1997	1998	1999	2000
150	155	155	155
Projected Results			
2001	2002	2003	2004
160	168	176	

### Program Results and Effect:

The Lottery has a single goal: to maximize the annual dividend to for public schools and buildings. Accomplishing this goal involves a combined effort to maximize revenues and minimize costs. In pursuit of our goal, the Lottery must be sensitive to the fact that, for various reasons, not all citizens of the State support a state lottery. Section 67-7401, Idaho Code, requires "...all advertising shall be conducted in a manner consonant with the dignity of the State and the sensibilities of its citizens."

For more information contact Steve Woodall at 334-2600.